

**WHAT IS CLAIMED IS:**

1. A method of obtaining motor vehicle engine oil having user desired credentials by using a wide area computer network by:
  - (a) obtaining and inputting data, including type information about the motor vehicle in which the engine oil is to be utilized sufficient to identify a user's requirements;
  - (b) analyzing the data by computer; and
  - (c) after (b) providing a motor vehicle engine oil having recommended, or user-desired enhancements.
2. A method as in claim 1, wherein (a) is practiced to input only information about at least one of the environment of use, desired operational characteristics and type of vehicle and (b) is practiced to recommend an engine oil based upon at least one of environmental and desired operational characteristics and the type of vehicle data.
3. A method as in claim 2, wherein (a) is practiced to input at least one of expected ambient temperatures, average driving distance, normal type of driving, and interest in fuel economy, cold weather starting, and engine longevity.
4. A method as in claim 1, wherein (a)-(c) are practiced to design, produce, and deliver or make available, a customized engine oil.
5. A method as in claim 4, wherein (a) is practiced by displaying a questionnaire on a computer screen connected to a wide area computer network, and prompting a user to input information into the questionnaire.

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6. A method as in claim 1, wherein (a) is practiced by displaying a questionnaire on a computer screen connected to a global computer network, and prompting a user to input information into the questionnaire.

7. A method as in claim 6, further comprising displaying on the computer screen indicia indicating the ability of the user to order other automotive products.

8. A method as in claim 4, wherein (c) is further practiced to provide a baseline motor oil of from about 5 percent to 99.9 percent of the final customized motor oil, and at least one of a fuel economy additive, an antiwear additive, a detergent additive, a dispersant additive, a corrosion inhibitor, an antioxidant, a pour point depressant or a blend stability additive.

9. A method as in claim 8, wherein (c) is further practiced to provide a baseline motor oil of from about 50 percent to 99.9 percent of the final customized motor oil, and at least one of a fuel economy additive, an antiwear additive, a detergent additive, a dispersant additive, a corrosion inhibitor, an antioxidant, a pour point depressant or a blend stability additive.

10. A method as in claim 8, wherein (c) is further practiced to provide a baseline motor oil of from about 60 percent to 99.9 percent of the final customized motor oil, and at least one of a fuel economy additive, an antiwear additive, a detergent additive, a dispersant additive, a corrosion inhibitor, an antioxidant, a pour point depressant or a blend stability additive.

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11. A method as in claim 8, wherein (c) is further practiced to provide a baseline motor oil of from about 75 percent to 99.9 percent of the final customized motor oil, and at least one of a fuel economy additive, an antiwear additive, a detergent additive, a dispersant additive, a corrosion inhibitor, an antioxidant, a pour point depressant or a blend stability additive.

12. A method as in claim 8, wherein (c) is further practiced to provide a baseline motor oil of from about 80 percent to 99.9 percent of the final customized motor oil, and at least one of a fuel economy additive, an antiwear additive, a detergent additive, a dispersant additive, a corrosion inhibitor, an antioxidant, a pour point depressant or a blend stability additive.

13. A method as recited in at least one of claims 8-12, wherein (c) is further practiced to provide about 0.1-100% improvement in at least one of fuel economy, wear performance, detergent performance, dispersant performance, oxidation protection, corrosion protection, low temperature performance and blend stability.

14. A method as recited in at least one of claims 8-12, wherein (c) is further practiced to provide an absolute increase of from about 0.1-10% in at least one selected from the group consisting of fuel economy additives, antiwear additives, detergent additives, dispersant additives, oxidation control additives, corrosion inhibitors, pour point depressants and blend stability additives.

15. A method as in claim 4, wherein (c) is practiced to add additives leading to at least two or more enhanced features selected from

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enhanced wear protection, enhanced fuel economy, enhanced detergency, enhanced dispersancy, enhanced low temperature startability, enhanced high temperature viscosity, extended drain capability, enhanced wear protection, corrosion protection, enhanced control of oxidation and enhanced blend stability.

16. A method as in claim 15, wherein (c) is practiced to add additives leading to at least three or more of said enhanced features.

17. A method as in claim 15, wherein (c) is further practiced to provide an absolute increase in each of said two or more enhanced features of from about 0.01 –10%.

18. A method as in claim 16, wherein (c) is further practiced to provide an absolute increase in each of said three or more enhanced features of from about 0.01 –10%.

19. A method as in claim 15, wherein (c) is further practiced to provide an improvement in each of said two or more enhanced features of from about 0.1-100 %.

20. A method as in claim 16, wherein (c) is further practiced to provide an improvement in each of said three or more enhanced features of from about 0.1-100 %.

21. A method as in claim 4, wherein (c) is further practiced to change at least one of detergent and dispersant concentration levels over the range from about -50% to about +200% for each component compared to their concentration levels in a quality baseline motor oil.

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22. The method of claim 21, wherein both of said detergent and dispersant concentration levels are changed.

23. A method of obtaining custom engine oil by: (a) using an implement to transmit information about a user's motor vehicle type, environment of use, and desired operational characteristics, to a customized blending facility; (b) blending a custom engine oil using the information from (a); and (c) delivering to, installing or making available for pickup by the user from (a) the custom engine oil from (b).

24. A method as in claim 23, wherein (a) is practiced using a telephone, computer network, or prepared document.

25. A method as in claim 24, wherein (a) is practiced using a global computer network.

26. A method as in claim 25, wherein (a) is practiced by electronically displaying a questionnaire on a computer screen connected to a global computer network, and prompting a user to input information into the questionnaire.

27. A method as in claim 23, wherein (b) is practiced to add additives leading to at least two or more enhanced features selected from enhanced wear protection, enhanced fuel economy, enhanced detergency, enhanced dispersancy, enhanced low temperature startability, enhanced high temperature viscosity, extended drain capability, enhanced wear protection, corrosion protection, enhanced control of oxidation and enhanced blend stability.

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28. A method as in claim 27, wherein (b) is practiced to add additives leading to at least three or more of said enhanced features.

29. A method as in claim 23, wherein (c) is further practiced to provide a baseline motor oil of from about 50 percent to 99.9 percent of the final customized motor oil, and at least one of a fuel economy additive, an antiwear additive, a detergent additive, a dispersant additive, a corrosion inhibitor, an antioxidant, a pour point depressant or a blend stability additive.

30. A method as in claim 29, wherein (c) is further practiced to provide a baseline motor oil of from about 60 percent to 99.9 percent of the final customized motor oil.

31. A method as in claim 29, wherein (c) is further practiced to provide a baseline motor oil of from about 75 percent to 99.9 percent of the final customized motor oil.

32. A method as in claim 29, wherein (c) is further practiced to provide a baseline motor oil of from about 80 percent to 99.9 percent of the final customized motor oil.

33. A custom motor oil made by practicing the method of any one of claims 4 and 15-32.

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